

THE BASSANO MAIL

THE BASSANO MAIL, THURSDAY, MARCH 31, 1932

R. A. TRAVIS
Insurance of All Kinds
Loans and Collections

VOLUME 21, No. 38

Wheat

Government Controls of Argentine Grain Exchanges
Argentina's Agricultural government made up its mind that the grain exchanges in that republic are to be controlled by the government themselves. The government has placed trading in grain futures on the floor of the exchange markets under its own control and in future a government official will supervise all grain operations, as well as the telegraphic services of the market. Official reports in all trading centers will be issued daily giving the quantities traded, delivery dates, prices and full classification of all grain marketed. It will be required to keep books covering all transactions and these books will be subject to inspection by government officials.

Trading on the Argentine grain exchanges, which were controlled by members only, has been extended by the minister of agriculture, to farmers, millers, grain dealers, grain exporters, and bona fide dealers.

It is provided by the legislation that the maximum price of wheat grain exchanges must subside \$500 per month each to cover the expense of the new organization. In addition both markets must release within 6 days, 90 per cent of the wheat held in storage, and loans against stored grain, although exemption will be allowed for that portion.

Another government decree establishes strict control over grain dealers, who are prohibited from which contain as a common price at some future unfixed date.

Suggested Wheat Varieties

Many breeders who have been growing Garnet wheat extensively are planning on providing a supply of many other varieties. Recently, Dr. David Ulin, director of recommended for districts which were being grown, Garnet and where the new wheat may have good showing. Registered and certified seed can be bought cheaply at present, so that it may be a money saving. Do not permit Garnet to mix with any other variety in your seed plot.

Emergency Warnings of Cut Worms

Athur Gibson, Dominion entomologist, has advised the possibility of severe damage to the pale western cutworm in 1932 in areas in Saskatchewan and Alberta which were unaffected during 1931. Mr. Gibson suggested that where the field is doubt as to whether it is a field being free of cutworms, a test strip should be made by digging an individual strip of about diagonal across the field. This test strip should be cut as early as it is possible to get a drop in the land and long before regular cutting. A test strip will give a fair example of the condition of the field as weather conditions permit. If the test strip shows a height of about five inches will also hatch many of the eggs. If on each square yard there are 100 eggs per square yard show injury the field should not be seeded. Under normal conditions a strip should be by the end of the first week of April or earlier whether cutworms are present or not. If they are to be seeded to any crop, especially flax, where cutworm damage is evident so that there are cutworms present and active.

Wheat and Increased World Population

A very important factor to the world wheat situation which is frequently overlooked by the general public is the yearly increase in the world population. Undoubtedly there has been a slowing down of the ratio of increase of population to the amount of grain. Previous figures, the record for the ten-year period from 1920-30 shows that the world population increased by 16,250,000 more people to the end of 1930 than in 1920. Based on the estimate of Mr. Sanford Evans, a Whiting statistician, of the world population at 1930 per capita consumption, in 1930 the world required 40,000,000 bushels of wheat to meet the demand. Under these circumstances, it is to be shown by the end of the first week of April or earlier whether cutworms are present or not. If they are to be seeded to any crop, especially flax, where cutworm damage is evident so that there are cutworms present and active.

POLICE COURT

Edgar Peterson, of Nakata, was assessed a total of \$49 in Bassano police court today, Thursday, when he was charged with breaking and entering.

G. Bond charged with breaking in on the C. P. R. telephone.

On Sunday C. P. R. linemen discovered their telegraph service was cut and found that 67 glass insulators were smashed and the main wire was found.

W. A. Fellingham, C. P. R. investigator and Sgt. J. N. Cawley came to the scene and laid a charge against Peterson.

He was fined \$25 and costs and ordered to pay damages amounting to \$40.

NEWS OF THE WEEK

ALBERTA INCOME TAX RATES UNCHANGED

EDMONTON, March 30—Yesterday all amendments to raise the exemptions for single and married persons, government sumptuous allowances and the provincial income tax as first drafted in committee of the whole Tuesday evening.

As now passed by the committee, the act will now add \$1000 to the exemption for the single person, \$100 for dependents and \$750 to other persons. These will bring the amounts in the bill when due into effect to \$1000, the house, also the \$15 filing fee or base tax will not be changed.

HOUSE FAVORS EXTENSION OF PUBLIC GRANT AND SUGAR-REFINING BASES

EDMONTON, March 30—Estimates of the federal wheat bounties of five cents a bushel for this year were urged on the House yesterday by the provincial legislature Tuesday afternoon.

The resolution also suggests that Alberta farmers who lost their crop in 1931 through drought or hail should be compensated on an acre basis at 65 cents a bushel, the resolution expressing appreciation of the wheat bonus policy.

FIGHTING BREAKS OUT AGAIN IN SHANGHAI

SHANGHAI, March 30—A skirmish between British and Chinese forces in Chiaowang took place today, according to Japanese military authorities, resulting in a loss of 100 Chinese.

Both sides are reported to be related to be resumed again tomorrow.

UNEMPLOYMENT RELIEF ACT TO BE EXTENDED

OTTAWA, March 30—Chances are high that the House of Commons will give first reading to a government bill to extend the Unemployment Relief Act of last session.

With the frayed and a generally bad reputation, the house rose at 4:30 Wednesday morning.

When the bill was introduced, the house adjourned until 10 a.m. yesterday.

CARS DRIVEN BY GEORGE BRAY AND BROOKS LAWYER CRASH Wednesday Night—Driver—Brooks—Injured—Charged with Infraction of Traffic Laws

EDMONTON, March 30—Hall insurance in Alberta needs putting on the market again, as the market is now too risky and unprofitable, the legislative agricultural committee heard yesterday.

Alberta Farmers' Union president G. R. Grieves is expected to arrive home in Gem about the 1st of April.

CASE ARISES OUT OF CAR ACCIDENT

Cars Driven by George Bray and Brooks Lawyer Crash Wednesday Night—Driver—Brooks—Injured—Charged with Infraction of Traffic Laws

As the result of a car accident on the main highway three and a half hours ago, Mr. George Bray, driver of which his car crashed into that of John Sleight, lawyer, Brooks, Geo. R. Snellings, representing the Canadian Hail Underwriters Association.

The company said Mr. Oliver desired to offer two alternatives in this case. One alternative would be to pay 25 per cent reduction in rate, and a 25 per cent reduction in rate with a 25 per cent reduction in premium.

The deductible feature provides for withholding certain percentages of claim from insurance, but with offsetting lower rates.

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OPHEUM THEATRE TALKING PICTURES

FRIDAY AND SATURDAY NEXT WEEK

"THE THIRD ALARM"

An epic drama of the dangers that are all in the day's work of a fire fighter. A story of the tender heart, that beats in the many breasts of heroes of the fire department.

FRIDAY AND SATURDAY THIS WEEK

"HELL'S ANGELS"

THE GREATEST AIR SPECTACLE OF THE AGE
A wonderful picture of the fighting airmen in France, of brave deeds and loving hearts, of the heroes of the air who died by day and made merry by night, of fighting planes in mortal combat in mid-air. Full of thrills, excitement, and pathos.

All Passed "U" Pictures

Wheat prices

Wheat on the Winnipeg exchange dropped a fraction of a cent today after making slight gains during the past week. The market closed at 61 1-2, July 65, and October 61 1-2.

The market was light, but Liverpool and Chicago markets were

firm.

Disastrous Fire Sweeps Hussar Business Section

\$100,000 Damage Done in Big Blaze Early Tuesday Morning—Drugs, Hotel, Supplies, Cliford's Store, Cliford's Store, Masonic Lodge, and Alberto

GEM NEWS

GEM, Mr. and Mrs. B. Williamson, Mr. and Mrs. R. Maguire, and Mr. and Mrs. E. C. Easton, all attended Hussar hotel, supplies held in Bassano.

Mr. Reeding entertained a large group of young people on Good Friday.

Mrs. Martin and Mrs. K. Phillips were represented on Mrs. Phillips' behalf. On Saturday at 6 o'clock prompt meeting of the members of the Alberta Club was held at the home of Mr. Williamson. All members should be present, and prospective members will be welcome.

The members of the newly organized Gem Girl Scouts were represented on Saturday afternoon.

On Sunday morning at 8 o'clock prompt meeting of the members of the Alberta Club was held at the home of Mr. Williamson.

Alberta Girl Scouts were represented on Sunday afternoon.

HUSSAR NEWS

HUSSAR, March 30—Mr.

Mr. H. B. Bryant motored to Chancellor on Tuesday.

Mr. and Mrs. Dutch Bryant motored to the town of Hussar on Monday.

Mr. and Mrs. Nat Bryant, Miss G. Murdoch motored to Craig Angus and then to the town of Hussar.

Mr. and Mrs. Billie Bryant motored to Hussar on Tuesday.

Mr. and Mrs. L. C. Coffey and daughter motored to Calgary Monday.

Mr. and Mrs. T. Ingberg motored to Hussar on Tuesday.

Mr. and Mrs. C. A. Cliford, wife and son, motored to Hussar on Tuesday.

Mr. and Mrs. G. F. Farley and wife motored to Hussar on Tuesday.

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The Bassano Mail

Published every Thursday
Walton J. Smith
Editor and Publisher

\$2.00 a year in Canada; \$2.50 in U.S.

Bassano, Thursday, March 31, 1938

Perhaps after all, the Chinese are only paying for the many crimes they have perpetrated on our laundry.

With the higher license fee on cars, it is evident that the good time tax still in effect, it is pleasing to note there is no tax on hay or on the children's clothing.

—Youngstown Plaindealer.

The Lindbergh kidnapping incident is the latest proof that crime in the United States of America is on a sound business basis.

The Hanna Herald is again being published, though only once every two weeks following a disastrous fire. We congratulate The Herald on its determination to come back stronger than ever to put a lively weekly newspaper down for the count.

GOOD PROSPECTS

Crop prospects in the Bassano district are looking brighter than they have been in any spring during the past three years.

The grass has been checked, but there is a good supply of moisture in the soil sufficient to give the new crops a good start.

The good prospects are cheering to farmers and business men alike. Every farmer is looking forward with renewed energy and optimism. Their efforts will be well rewarded if we can have an average supply of rainfall.

WATER SUPPLY IS BETTER

A decided improvement in the same water supply is noticed this month as a sewage disposal plant by the city of Calgary.

While Calgary's disposal plant is not yet completed, the city has succeeded in getting a partial treatment of the sewage in effect before the plant is finished.

In previous years Calgary dumped raw sewage into the river, polluting the water so severely that when used Bow river water downstream from Calgary, the pollution was most noticeable. Last summer months when the river was covered with ice and the water had no chance to move, the raw sewage gases with which it was impregnated ed. This polluted water was pumped into the water tanks at Bassano and had a vile smell and taste when taken from the water tanks.

This objectionable feature is absent this winter because pollution at Calgary is now controlled.

Bassano's fight for pure water was successful only after fifteen years of hard work and the demands that Calgary live up to the provincial health regulations.

We are glad to see that the water without wondering how many busy little germs are swimming about to do us harm.

FEW CAN TAKE LIVESTOCK CARS

While the scheme to build up the livestock industry of western Canada by financial assistance of purebred stock may be a very worthy endeavor, it is doubtful if more than a few farmers in this district will be in a position to take advantage of it.

The only safe way to follow business methods in asking ample security for loans, but farmers are not likely to be able to do this.

The low prices for farm produce and the high overhead expense on irrigation equipment and hundreds of dollars are still owing, will leave the irrigation farmer with out the means to large sums, and with no security.

Ecklonius have no religion as we understand the term but they do believe in spirit. One of their child-like errors is to tie up old equipment to pieces so that the devil may be prevented from wearing it.

Heads or Tales
"I don't know whether to be a banker or an author," he said.
"Toss for it—heads or tails."

Electrifying
Mann: "There goes Gundyvar—a human dynamo if there ever was one."

Boye: "Hard worker, eh?"
Mann: "Yes, he is. Everything he has on is charged."

You can't keep the wort from the door with medals won in athletic competition.—Joe Ray.

A Fellow Got the Idea He Could Save Money on His Horse Feed

(You may have heard the story)—So he said to himself, said he: "Now I'll just take one out at a time away from that horse. He'll certainly never miss one little out, and by taking one little out at a time, I'll eventually learn to live on nothing."

In due course the idea disappeared one by one, the horse grew thinner and thinner until he died.

A car from which the "outs" of care are slowly taken away will just as surely become a thin horse. When a small part breaks or the motor develops a pernicious stutter, take heed—have it cared for. "Attention in time saves a lot of grief."

With our thorough equipment and skilled experience we can provide the best care for your car.

**Motor Repair - Electrical Work
Oiling - Welding - General Car Care**

SAMBROOKE'S GARAGE

SOME'N COMMON-LIKE
by James W. Riley

Some'n's ait's common-like and plain, and good undertext; Some'n' st' folks like me and you And find some' semin' in 'at hits The spot, and sticks and benefits. We don't need nothing but a horse Can take the run of minds like mine, And we go more on good horse sense.

Than all you other d'licious things, The edge best of honest acts By Nature's statement of the facts, So when you're wanlin to express Yourself, just say "Some'n' st'." Er anything that's with the time O tellin' in plain talk rhyme— See?—and you'll get your horse run As of the Lord was listenin'.

JOYS MOST SWEET
(the Alline Michaels)

How futile life would be If we could not laugh and smile. Your hand, your smile Had it not given me this joy?—This is perfect bliss A little while.

Joy's self is ever fleet And this, of joys most sweet, Can not remain. Like a dream, like a vision to die, Like dawning in the sky. We see it wane.

Yet this rare gift above Will not be long denied. That years may bring Nor can't tell. Some'n' st' seems to me This perfect thing.

Had a Better Start

Then there's one about the actor who toured the country in "Hamlet." What kind of a run did you have in New Brunswick?" "Well," was the reply, "we heat the stage and the provincial line for three minutes."

Inside Information

"Hain't you better go and tell your master what the motorist to your car?" asked a friend at the head of the load of hay upset in the lane.

"He knows," replied the boy.

"Knows? How can he know?"

"Cos he's under the hay."

Knew His Soldiers

During the recent Legion convention in Ottawa, a lady, becoming alarmed at the antics of the legionnaires, approached a man and asked him, "What is he?" "Lady," the officer replied, "there's an old man in Europe who tried to kill his son and now he's saving world Holland."

Force of Habit

The young wife was brokenhearted. "What's the matter?" asked a friend. "Oh, my husband is so absent-minded. After breakfast he left a nail in the floor and when I found him he had meandered another tip."

"Well, that's nothing to worry about—it's just force of habit."

"That's what worries me. He kissed me when I gave him his coat."

Ask Our Advice

**Accurate Weight and Grading
Market Prices**

Get higher returns for your cream by shipping to the nearest market.

BASSANO CREAMERY

W. A. RHODE
Manager

NOW READY!

A Tonic for Springtime

BOCK BEER

**Draught or Bottled
at Good Hotels**

**By the Case From
Our Warehouses**

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

DISTRIBUTORS LIMITED

PHONE 82

BASSANO

**REGULAR LODGE NO. 15, ANCIENT
FREE and ACCEPTED MASON**
Meets second Tuesday of the month
Visiting brethren cordially welcome
E. P. CURRIE
Worshipful Master
H. H. BEEBER, Secretary

WALTER K. WEBB
BARRISTER - SOLICITOR - NOTARY PUBLIC
Phones: Office 35; Residence 46
BASSANO - ALBERTA

B. E. BARLOW
VETERINARY SURGEON
M. S. A., Toronto
M. V. A., Alberta
Government Official Veterinarian
PHONE 20 BASSANO

Dr. W. F. KEITH
Dentist
JOHNSTON BLOCK
Bassano - Alberta

WILLIAM MC LAWS
Barrister - Solicitor - Notary Public
BASSANO - ALBERTA
Phones: Office 6, Residence 128

Dr. A. G. Scott
M. B. B. S., D. C. C.
PHYSICIAN - SURGEON
Telephone
Office 37 - Residence 131

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Registered Optometrist



Broken lenses replaced from prescription or pieces. Absolute satisfaction guaranteed. Quick service.
BASSANO, ALBERTA

HARRY HOLMES
CARPENTER and BUILDER
Estimates Given on All Work
If you are in need of building or carpenter work of any kind,
PHONE 16

W. S. PLAYFAIR
FEED - AUTO LIVERY - DRAYING
Agency for
Galt Coal
PHONE 26 Opposite Depot

Shoe and Harness Repairing
FIRST CLASS WORK
REASONABLE PRICES
HONG LEE



Electric Cooking and Its Advantages

Economical - Clean - Convenient - Healthy

An Electric Range is Economical Because

Food, of course, consumes more fuel than is well known fact that shrinking on foods in preparation runs from ten to twenty percent. This percentage, however, is greatly reduced when the food is cooked on an ELECTRIC RANGE, which means that your food budget is lessened for the simple reason that you buy less food. Furthermore, an ELECTRIC RANGE properly operated, works for you at the surprisingly low cost of about one cent per meal per person.

An Electric Range is Clean Because

There is no soot or smoke to sully your kitchen pots and pans and other cooking utensils. No tedious scouring. Your draperies retain their original beauty longer when you cook with ELECTRICITY, clean as sunlight. The ELECTRIC RANGE is easy to clean and equally as easy to keep clean.

An Electric Range is Fast Because

High speed surface elements give quick cooking heat, and the well insulated oven soon reaches cooking temperature. Practically all the heat is conserved for cooking, very little being wasted. The ELECTRIC RANGE does not radiate heat.

An Electric Range is Convenient Because

The antiquated pastime of "pot-watching" is totally eliminated forever. This tiresome task is efficiently and accurately handled by the Automatic Timer and Oven Heat Control without your supervision. You slip the food in the oven, set the controls, and forget it, knowing that the meal will be perfectly cooked on time, at dinner hour. Many a housewife finds it convenient to set the oven to cook at certain time intervals. The ELECTRIC RANGE does this for you to the degree and minute, which means that you experience a new freedom in cooking with positive assurance of better results. The ELECTRIC RANGE can be conveniently placed in your kitchen to save unnecessary steps and will keep your kitchen cool because of its insulated oven, centering the heat inside, where it belongs.

An Electric Range is Healthy Because

The full flavor of foods cooked ELECTRICALLY is retained in the food, which also applies to the vitamins, mineral salts and juices, so essential to a properly balanced meal, as the cooking is done with very little water, thereby conserving these health-giving elements, which are lost when ordinary methods are used.

Our prices on Electric Ranges, including installation

in your home, are the lowest ever offered in Alberta. We invite to consult our Local Manager for these prices and full details of our Convenient Time Pay-

ment Plan.

that our job printing department turns out a great variety of printing, from a formal invitation or announcement to a large auction sale poster or sports day bill.

Our equipment is such that we can handle a printing job of every description and turn out a most satisfactory job for the customer.

We also handle a complete line of counter sales books.

The next time you have printing to be done, phone or call on us.

Calgary Power Company LIMITED

W. BLACKWELL, Local Manager

GLEICHEN

The Bassano Mail



RAPTURE BEYOND

KATHARINE NEWLIN BURT

Puretest
Cod
Liver
Oil

Vitamin
tested

A
healthful
Tonic
for
Young
and
Old

50c & \$1.00

S T I L E S
The Druggist
BASSANO

A Great War! A Great Pestilence! A Great Depression!

¶ ALL within twenty years. Could there be a more gruelling test?

¶ Yet life insurance stands invincible. During that whole period it paid every obligation promptly and fully—as it has ever since the Dominion was formed.

¶ The Sun Life Assurance Company of Canada itself paid to policyholders and beneficiaries in cash during these periods—

The War (1914-1918)

The Flu (1919)

The Depression (1930-1931)

— over \$226,000,000. It has paid to its policyholders and beneficiaries since formation nearly \$600,000,000.



In prosperity, life insurance is valuable; in adversity it is indispensable. The protection of your home, the security of your business, the comfort of your old age, depend first on adequate life insurance.

Have you enough?

Consult a Sun Life man

**Sun Life Assurance
Company of Canada**

ELEVENTH INSTALLMENT.—
"This is the costume of a silly
truant, Felix," condescending enough to
enjoy a dangerous make-believe. I'll
have to force you to see me like this.
Because I felt that if you once could
see me in this costume, I'd be safe.
I much more wanted to go to
gymnasium."

"You say things!"

"Because I think that if I looked
and spoke the real things of my
inner self, you would have no time
for your wife."

"I want you to say my name," he
said, and agreed, and with a sudden
dash flushed. "I'll not let you go down
into the streets—or into the mud,
and dirt, and filth, and your wretchedness,
and now, to begin saying, you can't
get away from me, get on with
your search for my papers. I take it that
you understand what use this man
of yours makes of you."

"I love that man. I want him to
exist himself even if it must be at
the price of my ruin. Felix?"

Felix, still in his coat and grim
and white, came up to her.

"You're not my enemy then?"

"People who have had the
courage to tell the truth to me
are always regarded as enemies. Always. I
always regard you as an enemy. I
warning you, I have seen men killed
and—say."

"Yes. I have been knelt to, as
your prototype. I won't kneel nor
try to do it, Felix. What are you
going to do?"

"First," he said, "I'll take you
over to the tender methods they
use there for getting information
You know what that means?"

"Yes. But—"

They both looked about and closed
the door.

Marcella came into the room. She
started toward Lynda with a quick
dry step, then checked herself, her
eyes wide.

"It isn't Jocelyn. Tell me! She
hasn't come back? She's been here
all day. She's been here all day. She's
been here all day. She's been here all day.

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Jocelyn. "This—this woman—she's
been trading on the Blackness when I
found her at the police station.
They sent me word. I must take
her to the police again. I'm
dangerous. Dangerous to her health,
to her mind. Dangerous to her heart.
She's been making use of an
accidental resemblance, a—"

It was sunset. On the small
broadened sofa, curled in a loose
fashion, was she had seen him on the
sofa in his shabby room.

"I'm not afraid. I'm afraid."

"I'm not afraid. I'm afraid. The
police bangers paused in their task of filling
his pipe. "Of me, dear?"

"To what you are going to tell
me. What you are going to tell
me."

"You'd rather I be quiet? Let
it all go? You'd rather never know
what I am?"

"I'd rather . . . but of course I
must listen. It's too late now. I'll
have to tell you, I suppose."

"To my room. To my room. It was
too late to let you trick me with those
words—those words. Those words are
yes, trick me into loving you that
I've done what I have done . . .

. . . in the blazed fool I have
been lately."

"Late, I think. It's not such a recent
development? Well, he been living—lately—with a
woman, I mean. I've been jealous. I
haven't been able to tell her. I was
trying to sleep when I heard the
jewels. Then I went to the window
and set her long fingers to the glass.
Her shadow was turned

outward toward the French doors while
Felix stood behind her, arms crossed.
He bent over her, his back to Marcella
as he came into the room.

He came slowly, painfully, pro-
gressing from door to sofa, and
Marcella followed him, her eyes
fixed until he came up to Marcella
and touched her elbow. As an as-
tonished woman he laid a leather box upon
her knees.

"I have brought a wedding pres-
ent. It is Marcella's terrible love gift
from Nick Sandal. She was
making the American grand tour.

"Mrs. Harlowe, there's a man
named Felix. Bring him in, I want
to speak to him. He's been here
with you all day. He's been here
all day. He's been here all day.

"Nick Sandal. He's been here all day.
He's been here all day. He's been here all day.

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Louis Conn's GROCERY SPECIALS

Specials for the week-end and Monday
April 2nd and 4th

Sliced Fancy Peaches No. 2½ lbs. each 32c

Biscuits, a fresh assortment, real swell goods 33c

Dill Pickles, put up in quart jars, at a very
low cost, each 38c

Peanut Butter, Squrzle brand, 2 lb tins at
a low price 34c

Salt, iodized, put up in cartons, each 9c

Corn Flakes, per pkg. 9c

Kraft Tasty Relish, 8 oz. jars 32c

Kraft Mayonnaise, 8 oz. jars 32c

Prepared Mustard, per jar 13c

Sandwich Spread, 8 oz. jars 27c

Oranges, nice and sweet, 3 dozen for 99c

Fresh Fruits and Vegetables CHOCOLATES and CANDY
COAL, \$4.00 a ton STOVE WOOD also low price.

Bring us your produce. We pay highest prices.

THANK YOU

CAR SERVICE . . .

Car owners like our service. They
like the courteous attention and prompt
action their requests receive. They
like the genuine personal interest we
show in their cars and the care with
which we execute their instructions.

OIL—We have complete charts showing
just the right grade of oil for
your car, and we can supply you with
the best oil made.

BATTERIES—New supply of batteries
kept in stock. Battery repairing is
one of our special lines.

TIRES—We sell Goodyears—the best.
Tire repairing is another specialty of ours.
Have that car repaired and get thousands more miles out of it.

RADIOS - AUTO ACCESSORIES

CARS WASHED - GREASING

Bassano Service Station

Phone 89 - A. P. PIERSON, proprietor

(to be continued)

Are You Among Those Who Say—"I never read Advertisements"

TO SAY "I never read the advertisements" would be much like
saying, "I never use soap," or "I never read newspapers," or
"No one can teach me anything," or "I know everything."

Many good—but not very wise—persons seem to think that
all advertisements are just the vainglorious bragging of those
who publish them—designed to part fools and their money. The
truth is that most advertisements are incitements to their readers
to do something—either to buy or to do without—something to their
own advantage. Advertisers, to be successful and to live long,
have to offer something of value or of desire—something really
wanted or needed by the public. Advertisers, to live long, must
not cheat the expectations or confidence of those who buy what
they offer or propose.

Here are some questions to be answered by those who say
"I never read the advertisements":

- What alarm clock would you buy if you needed one?
- What camera would buy, for your own use or to give to a son or daughter?
- What motor car possesses your favor?
- What tooth paste or shaving soap or cream, or tooth paste did you use today?
- What laundry soap (or flakes) is in your kitchen right now?
- Does the breakfast bacon which you like best have a brand name?
- The watch on your wrist—what name does it bear?
- Your shoes—what made them?
- You have a movie camera—what company issued it?
- The ginger ale which you serve to guests—what brand is it?
- The tea which you buy regularly—what brand is it?
- The soup and baked beans and the tomato catsup now on your pantry shelves—what brands are they?

You see, whether or not you consciously or habitually read
advertisements, you buy, by preference, what advertisements have
recommended to your confidence and what experience has proven
to be satisfactory.

The things which we don't buy, and which have a sickish
life, are those which are not advertised, and which try to ride into
public favor on the backs of well advertised products.

It is to one's discredit to say, "I never read
advertisements."

AUCTION SALE

at the farm of
F. E. BRAMWELL
 Rosemary

SAT. APRIL 9th, 1932

12 head Horses
 13 Cows
 Cattle
 Farm Machinery
 Sale starts 2 p.m.

Terms - Cash
A. A. MacGregor Auctioneer

NOTICE OF SALE
 NOTICE IS HEREBY GIVEN under the Statute of the Royal Canadian Art (Municipalities) that one black gelding, 2 years old, with one bay filly, 2 years old, no visible brand on face, no visible brand on tail, one bay filly, 2 years old, no visible brand on face, no visible brand on tail, was impounded in the pound kept by the Town of Bassano, Alta., located on the Bow River, on the 4th day of March, 1932 and sold on the 17th day of March, 1932, to Mr. J. K. Miller, of Bassano, and that the said animal may be redeemed by the owner or his behalf at the price of \$50.00, plus from the publication of this notice in The Alberta Gazette, upon payment of all fees and expenses to the town and the purchaser of said animal.

For information apply to
JAS. R. DONALDSON,
 Secretary Treasurer,
 Town of Bassano, Alberta.
 38c

WANT ADS

Want ads cost two cents a word, and no charge is made for name and address. Payable in advance; copy must accompany ad.

REGULAR ADVERTISING: 15 cents a line for first insertion and 10 cents a line for each subsequent insertion.

FOR SALE
 FOR SALE—100 ACRES DEDICATED
 seedling only, needed about 400
 acres. Apply to M. R. McIver,
 Bassano, Alta.
 38c

LOST—10
 YESTERDAY OLD ROAN
 gelding; one black, 6 years old,
 C. P. R. brand on left shoulder.
 Isaac Penner, Rosemary.
 38c